Structure

This program aims to provide participants with advanced level skills lectured by renowned experts in the field. The need for training has been made more relevant due to fast pace of digitization at national and international levels, which has given led to a gap in training this program aims to bridge. The program's structure aims to meet the actual needs of professionals and of the market through providing a practice-oriented approach which will allow participants to acquire the skills they need for their personal and their professional life.

Objectives

Develop advanced skills in marketing and in digital marketing, providing participants with specific skills that may be applied in a work context, both at national and international level.

Who should attend

Executives and senior managers who aim to further their knowledge in Digital MKT Digital in order to change their company from a client-targeted perspective;

Team leaders and managers who aim to integrate change and Digital Marketing strategies in their companies, corporate processes and culture;

Professionals in the fields of Management, Marketing and Communication who aim to develop new data-driven business models in order to take their company through sustainable digital change, leading to growth based on developing and integrating digital strategies in their companies;

Entrepreneurs who aim to integrate growth, change and digital communication strategies as the bases for their market placement strategy.

The Post-Graduation in Digital Marketing is an online program that includes synchronous and asynchronous classes.

Coordination

André Novais de Paula
Director of Creative Strategy at Directimedia.

Inês Dantas Coelho
Head of Digital Growth at CTT

Ricardo Guedes de Almeida
International Consultant

AUTÓNOMA ACADEMY

50%

DIGITAL MARKETING

POST-GRADUATION

Digital Marketing and Strategy

Next edition
November 2023

Workload
180 hours
6 months

Format
Online
Synchronous and
Asynchronous

ECTS
30

Timetable
Tuesdays and Thursdays, 19:00 - 22:00

Study Plan

PLANNING & DEVELOPMENT

Project and Management	Digital Branding &Visual Marketing	Digital Marketing	Marketing Strategy Law
Ricardo Guedes de Almeida	Alexandre Duarte	Inês Dantas Coelho	Marco Alexandre Saias

DIGITAL MARKETING

Website & App´s	Ecommerce	Search Engine Optimization (SEO)	User Interface & User Experience (UI & UX)
Frederico Carvalho	Sofia Pires	João Rebelo	Hugo Froes Simões

SOCIAL MARKETING

Social Media	Content Marketing	Vídeo & Podcast Marketing	Influencer Marketing
Margarida Silva	Ricardo Nunes	Rui Miranda	Carla Rodrigues

INBOUND MARKETING

Customer Relationship Management (CRM) & Custmer Data Platforms (CDP)	Inbound Marketing & Lead Nurturing	E-mail Marketing	Marketing Automation & Artificial Intelligence
Pedro Lanceiro	Hélder Pinto	André Novais de Paula	Adriana Lima

GROWTH MARKETING

Customer Journey & Funis de Vendas	Digital Advertising	Social Advertising	Analytics, Conversões & Growth Hacking
Bruno Amaral	Carla Coutinho Pereira	Márcio Mranda	Daniela Revez

PLANO DE MARKETING

Marketing Plan
André Novais de Paula
Inês Dantas Coelho
Ricardo Guedes de Almeida

Teaching Regime

The Post-Graduation in Digital Marketing is an online program that includes synchronous and asynchronous classes.

Differentiating factors

- Practical assessment methodology aimed at application in real contexts

- 100% Online approach, tailored to trainees, promoting their autonomy

- Focus on the student and the top educational experience, responding to individual needs

- Promotion of constructivist and interactive methodologies through a project based learning base

Payment Conditions

Application	150€
Enrolment	150€
Certificate	75€
Tuition fees	2750€*

*Fee can be paid in 6 instalments or in full. If payment is in full, a 3,5% discount is applied.

*AUTÓNOMA alumni have a 10% discount on the tuition fee.

Documentation

Original or certified copy of the Qualification Certificate [a]

Photo

Curriculum vitae

[a] Qualifications obtained at the Universidade Autónoma de Lisboa do not require authentication. In the case of qualifications obtained abroad, in addition to the authentication of the copy(s) described above, authentication by the Portuguese Embassy or Consulate in the country of origin of the academic qualification or by the Apostille of the Hague Convention is required. If the documents are not in Portuguese, the documents must be translated by a translator recognized by the Portuguese diplomatic representation.